

"Dinner at Eight" opens at Astor, Preview Critics Herald It Greater than "Grand Hotel"

CANADIAN DIGEST

MOVING PICTURE

Vol. 25, No 18

TORONTO 2, CANADA

August 26th, 1933

EXTRA!

M-G-M SALESMEN CAN'T GET IN TO SEE EXHIBITORS!

—you can't blame the exhibitors. **SEE NEXT PAGE!**

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



"OKAY M-G-M,
I'll be right down.
You bet I'm interested
in 1933-34 too!"

MARIE DRESSLER - WALLACE BEERY
"TUGBOAT ANNIE" NOW PLAYING



"Hey, Mr. Exhibitor,
I can't get up to
your office on
account of these
crowds!"

WOW!

"Tugboat Annie" thumbs its nose at hot weather!

BOSTON—Beats "Prosperity". Held 2nd week! Remarkable!

NEW HAVEN—Way ahead of "Prosperity" and "Grand Hotel". Imagiin

HARTFORD—Beats "Smilin' Thru". And that's plenty!

CINCINNATI—First three days beats full week of biggest hits!

WORCESTER—Far ahead of "Smilin' Thru", "Grand Hotel". Oh boy!

PROVIDENCE—Tops "Prosperity's" marvelous record!

DES MOINES—Tops anything this house has ever seen!

DENVER—Outstrips "Prosperity" and all of biggest successes!

SALT LAKE CITY—Leaves all past performances behind!

MEMPHIS—Smiles that grow broader every day!

SEATTLE—Record! Biggest in history of house!

Thank you! "Stranger's Return" and "Another
Language" are doing very nicely, too!

METRO-GOLDWYN-MAYER

The Major Company

RAY



RAY LEWIS

PRESENTS

GIRLS and boys, it really looks like good times. All the shops which were empty on Broadway are again open for business. What do we care whether it is "Moonlight and Pretzels", or beer and pretzels, in place of silk stockings and black lace step-ins. The fundamental issue, for we must be fundamental when talking Economics, but to continue, pardon me, bankers and fundamentalists, the main factor is that these shops are open, and the owners are selling and the public is buying.

The Big Rube City is as full of Cheer as it is full of Beer. Certainly I mean New York, gathering place, rendezvous of the rubes of the world, take a look at the Gay White Way, always dressed up for Rube Trade and a Rube Parade! Mr. and Mrs. Public and all the little publics, even the little Publix are shouting prosperously, "let go". It is a healthy sign, and what makes it of fundamental interest to Canada (we are still using that banking word) is that having a 62% financial investment interest in Canada, our American Investors, who are beginning to make a financial "whoopie" in the U.S., will whoop up things here.

THE Film Industry of the U.S. has submitted a joint Recovery Code, in accordance with NRA instructions. The producers, distributors and exhibitors united to draft a code for all branches, and September 12th is the day set for its workers. The schedule for working hours is 36 and 40 and this will practically cover the majority of workers.

The code was presented to Mr. Rosenblatt, the latter, who requested that the Industry should unite in the presentation of a fair competition code.

With regard to wages, a minimum of 40 cents an hour for any kind of labour has been provided, clerical help gets a minimum of 50 cents an hour, while skilled labour ranges up from \$1.00 an hour.

The shortening of the hours for employment will bring the employment up to the 1929 peak, while the schedule of wages will exceed by at least 12% the wage level of 1929.

Child labour is out, the producers will only employ players under sixteen, in accordance with regulations.

The "extras" are also to get a New Deal. There are approximately 12,000 registered, with a need for about half that number. The producers have agreed not to employ, as extras, any member of the family of a regular employee, to eliminate the policy of "favorites" and to accept a committee report on "extras" from the Academy of Motion Picture Arts and Sciences, the latter which will, after proper investigation

of home conditions, etc., of extras, suggest the wages for such employees.

THERE are clauses governing stars and players in general, obligation of stars and players to employers, the obligation of producers to each other in regard to what is termed "raiding of stars".

Provisions within the code for the protection of exhibitors are included.

A Motion Picture Code National Authority is to include four representatives of producers, four representatives of distributors, four of exhibitors, two co-ordinators appointed by the administrator to assist in the preparation of the code and not more than three representatives without a vote to be appointed by the administrator.

Perfect or imperfect it is the closest "get together" our Industry has yet experienced; and it is a starting-off code for a better understanding and better times.

This code is going to work a hardship, however, on the "racketeers" within our Industry and several politically without. Those who have made much profit by keeping exhibitors agitated against distributors, and exhibitor against exhibitor, distributor against distributor. With harmony prevailing, where will these get their inspiration, or excuse for "graft"? It will be just as hard on the "fixers", for the Industry will function, unless it is in need of having its "head read" strictly in accordance with the code; and the "fixers" will not have to be "fixed" to watch, or prevent legislation. There should be a nice cutting down of "operating costs", or "overhead". It is too bad that the deliverance from "fixers" cannot be accompanied by a good swift kick to speed the departure of these political harpies.

I WISH I had a few more pages in which to present, for instance, an eulogy, or tribute to Katharine Hepburn, who gave one of the Screen's greatest performances as Eva Lovelace in RKO's fascinating picture, "Morning Glory". In a recent interview which I had with Mary Pickford, that little Queen of our Screen, said, "I think Katharine Hepburn will be the greatest woman star of our screen."



"Marie Dressler and Wallace Beery in 'Tugboat Annie' is Easy Money for Exhibitors" Ray Lewis

SOLEMNLY SWEAR

that in 1933-'34 I will
serve the best interests of
my family, my theatre,
and my patrons by doing
business first with the
company that brought
me my most consistent
business in the past year.

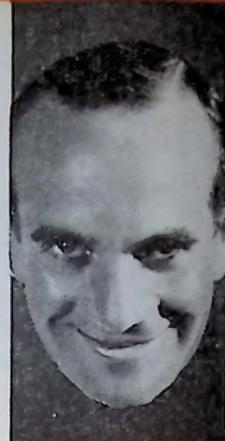
That's why I'm going to
sign right now for . . .

WARNER BROS.' 60 PICTURES FOR



Footlight Parade

will be the next big Warner musical, continuing the tradition of "42nd Street" and "Gold Diggers." In it **JIMMY CAGNEY** will sing and dance for the first time on the screen, and there will be 10 other important stars, including **RUBY KEELER**, **DICK POWELL**, **JOAN BLONDELL**. It will have the same directors as "42nd Street"—Lloyd Bacon and Busby Berkeley.



Wond
will be pro
ing all-star
year. Warner
Bros.' stars
the actual
JOLSON,
JOAN BLON
MENJOU, **JAL**
DICK POWEL
AK, **BETITE**
FARREL, **WAT**
others. The
stage success
introduce a
duction idles.



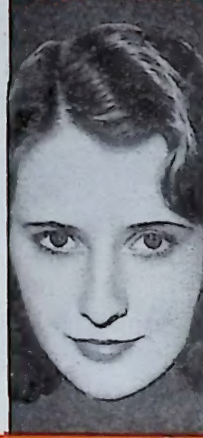
Ruby Keeler & Dick Powell

After their remarkable reception in "42nd Street" it was inevitable that Warner Bros. should star these sensational youngsters, in 3 productions. Two specials, **CLASSMATES** and **SWEET-HEARTS FOREVER**, both based on brilliant stage successes, will unfold their romantic stories in elaborate musical settings. **THE FOOTBALL COACH** will have Pat O'Brien and Ann Dvorak in the cast



As T Eant

For this
have acquired
the most i
fiction prop
The Earth
at the very
lists. The
and scope
only the
cles. Even
imparts a
picture "Me



Barbara Stanwyck

will deliver 4 pictures including a powerful special, **BROADWAY AND BACK**, a story of three generations in the theatre, with Ann Dvorak and Patricia Ellis. **EVER IN MY HEART** will bring to the screen one of Broadway's leading romantic stars, Otto Kruger, with George Brent, Ralph Bellamy, Ruth Donnelly. Two other productions will bring to Miss Stanwyck's support such stars as George Brent, Bette Davis, Glenda Farrell.



Rich Bav

will have 3
vehicles, i
ORCHIDS,
which in
match the
Leather | K
Blossoms'
story of
the Chinese
duction will
Menjou, J
Kibbee and



Aline MacMahon

and **ALLEN JENKINS**, who have been singled out by press and public for show-stealing performances in "One Way Passage," "Life Begins," "Blessed Event," "Silver Dollar," "42nd Street," "Gold Diggers" and other successful pictures, will be starred by Warner Bros. in 3 comedies. The large fan followings which these players have built up in picture after picture constitute a ready-made market for these 3 vehicles.



Ados

will add two
line-up the
ticated rom
will be fea
comedies. E
Dodd and I
story of ann
with an int
ner. **CONVE**
Bette Dav
will conce
adventures
at a big-bu



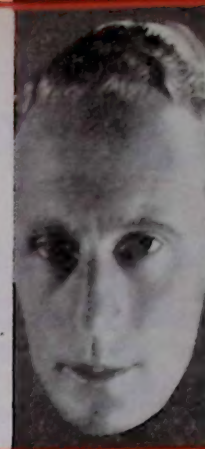
Paul Muni

who appeared last season only in "I Am A Fugitive" will be presented this year in 3 productions beginning with a special, **THE WORLD CHANGES**,* an important epic of America, with Mary Astor, Aline MacMahon, Jean Muir, Anna Q. Nilsson and others, directed by Mervyn LeRoy. This will be followed by another special, **MASSACRE**,* first screen story of the modern American Indian, from the successful book by Robert Gessner. And one other.*



Gold Diggers of 1933

A full description of this 1933-'34 release has already been written in the ledgers of hundreds of leading theatres. It would be useless for us to attempt to add further to the praise that has already been showered on this picture by public, critics, trade press, and exhibitors.*



Leslie Howard

generally considered the screen's outstanding new romantic favorite, will be added to Warner Bros.' star list. He will start his five-year starring contract with 3 1933-'34 productions, including **BRITISH AGENT**,* a special from the very popular book by Bruce Lockhart, a remarkable fact story of romantic and diplomatic intrigue. And two others.*



E.G. Robinson

will be given 3 vehicles designed to duplicate his versatile successes of the past season. **NAPOLEON, HIS LIFE AND LOVES**, with Bebe Daniels and Ann Dvorak, will match "Silver Dollar" in story type, but with a far stronger love angle. **THE DARK HAZARD**, by the author of "Little Caesar", will be done in the "Little Giant" manner. And a 3rd production with 5 feminine stars, including Bette Davis and Joan Blondell, will match the vivid romance of "I Loved A Woman."*



James Cagney

in addition to his unique rôle in "Footlight Parade", will have 2 typical Cagney vehicles, in which the love interest will fully balance this star's inimitable comedy. One of these will revive the successful Cagney-Blondell team of "Blonde Crazy" and "The Crowd Roars," with Allen Jenkins and Glenda Farrell in the cast. In the other he will be supported by both Bette Davis and Ann Dvorak.*



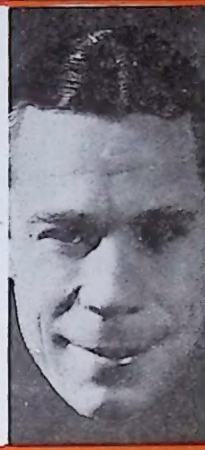
Ruth Chatterton

found her most successful type of rôle in "Frisco Jenny." This year **MANDALAY** will give her an opportunity to do an even more glamorous characterization of the same type of woman, in a fascinating Far East setting. The second of her 2 new-season productions will give her the strong support of Adolphe Menjou and Lyle Talbot.*



Wm. Powell

will return to his most successful rôle in **THE KENNEL MURDER CASE** or **The Return of Philo Vance**, by famous S. S. Van Dine. This story has been read by millions in Cosmopolitan Magazine and in book form. Cast will include Mary Astor, Jack LaRue, Ralph Morgan, Hugh Herbert. **THE GENTLEMAN FROM SAN FRANCISCO** with Bette Davis is a perfect Powell story of a debonair double-crosser. **AND A THIRD PRODUCTION** will co-star Kay Francis.*



Joe E. Brown

will have 3 comedies carefully chosen to continue his gratifying record of the past season. In each he will be given stronger feminine support than ever before. The cast of **STEAMBOAT SAM** will include Claire Dodd, Ruth Donnelly and Jean Muir. This will be followed by **THE CROWNED HEAD**, and a third production featuring Joan Blondell and Ginger Rogers.*



Kay Francis

will be co-starred with **WARREN WILLIAM** in **REGISTERED NURSE*** with Margaret Lindsay, Glenda Farrell and Lyle Talbot, a story with the same salable qualities as "Night Nurse." In **THE HOUSE ON 56TH STREET**,* the story of an actress suddenly deserted by fame, Miss Francis will be supported by Ann Dvorak, Ricardo Cortez. In **SEVEN WIVES*** Miss Francis and a remarkable line-up of feminine stars, including Bette Davis, Ann Dvorak, Joan Blondell, will play opposite Adolphe Menjou.



3 Timely Productions

that will capitalize on news-value themes of current public interest are:—**HAVANA WIDOWS** featuring Joan Blondell, Allen Jenkins, and Glenda Farrell—**WILD BOYS OF THE ROAD**, with Frankie Darro of "Mayor of Hell" fame,—and **BUREAU OF MISSING PERSONS**, containing a timely kidnaping angle and an exceptional cast including Lewis Stone, Bette Davis, Ruth Donnelly, Pat O'Brien.*



8 Popular Stories

for which casts will be selected later are:—**A MODERN HERO** by Louis Bromfield,* **RETURN OF THE TERROR** by Edgar Wallace,* **THE LIFE OF ROTHCHILD** by George Westly,* **KING OF FASHION** by Warren Duff,* **FROM HEADQUARTERS** by Robert Lee,* **COUNTRY CLUB** (tentative title) by Robert Lord,* **DIAMOND DAN** by Arthur Horman,* and **EASY TO LOVE**.*



And 8 Others

plans for which are being purposely held up pending the outcome of current negotiations for certain stars and directors not at present on our list—also to provide for the addition of other timely story themes which may be suggested by outstanding news events of the next 12 months. One of these will be a First National picture. The other seven will be from Warner Bros.

* Indicates Warner Bros. pictures
* Indicates First National pictures
* Vitagraph, Inc., Distributors

FIRST NATIONAL'S

1933-'34

(AND 150 GREATER VITAPHONE)
(SHORTS—50 READY SEPT. 1ST)

Taking In Some First Night Shows

DIFFERENT people have different ways of pepping up, for instance some go to the sea for a holiday, some go to the country, some go to bed, some "step out" and see how many night clubs they can do before the thrill wears off, some, well, we won't go into that, (ask Haskell Masters about it, he knows everything). The formulas for getting rid of that tired feeling are nearly as varied as the flowers in Spring.

Your Digest editor tries New York and all the picture shows that can be crammed into a week or two. Is she a picture fan? Ask the "Loud Speaker".

This time, the rest cure has been a great two weeks, because the shows have all been great. First on the list was

"TUG-BOAT ANNIE"

with Marie Dressler and Wallace Beery, doing some team work only equalled in "Min and Bill". Beery, the old sea-souse, and Dressler, steering the old tug-boat and Beery toward a sober realization of his infirmity, only to discover that all heroes have their weaknesses, alcohol, women, power, money, each one of them the master of its slave.

There is something jovial and naive about this souse, who is "Tug-Boat Annie's Mate", something lovable! One can no more become estranged from him at his lapses than one could be estranged from Rip Van Winkle, the latter, who drank down everything he and his family possessed.

There is just enough of a love story between the son and a ship-owner's daughter, to give "Tug-Boat Annie" the right kind of material upon which Annie can expand her motherliness. Dressler has a characterization her world of fans will love, and Beery is ideally cast for one of his usually fine performances. The team-work is great, the story simple, the laughs most plentiful, with a sprinkling of pathos and excitement which serves but to silhouette Dressler and Beery against a human background.

It is a showman's picture, a Dressler and Beery fan picture. The answer is simple. A picture which has been designed for the specific purpose of "getting the dough". It is easy money for exhibitors!

And now we visit the offices of United Artists, and indulge in an argument with Hal Horne, a merry argument, as to which is the best Disney Symphony. The Digest is still waxing eloquent on "The Trees", and "The Three Little Pigs", when Old King Hal, blows his Horne, claps his hands and merrily calls, "Show the girl friend from Canada 'Old King Cole' and 'Lullaby', and because we want to be good to Canada, give her a chance to look at the

MICKEY MOUSE PREMIERE.

So away to the screening room went the "girl friend", and was Mickey Mouse good? Mickey Mouse was so good, that every time the "girl friend" met a salesman, she reminded him of the goodness of the Mickey Mouse Premiere.

Mickey appears in a Romance, and all the stars come to Mickey's first night, Dressler, the Barrymores, Fair-

banks, Chaplin, Keaton, Garbo, Harlow, etc. etc. It is a gala night. Mickey is giving a splendid performance, but the climax of laughter occurs when Garbo trails her sinuous self upon the stage, and taking Mickey in her arms, exclaims in guttural Danish passion, "I tank I keess you now". As they say in good old Americano, "Wow!"

"LULLABY"

A coloured Disney Symphony. Beautiful beyond words, with a musical setting and a chorus of safety pins, diapers, clothes-pins, dancing after baby's little bare behind, because the head to that behind refused to stay in its cradle and go to sleep to the strains of "Rock-a-bye-baby". This infant wanders off into Naughty Land, where tacks, razor-blades and things forbidden to babies are wont to grow. Then the Sandman comes and begins to blow — Cute? Cuter than the cutest thing that ever grew cute! What a pencil and imagination Disney has! There is nothing which the screen offers today that fulfills our interpretation of genius more than Disney does in his Symphonies!

"OLD KING COLE"

Another coloured Disney Symphony which carries you away to the lilt of singing nursery rhymes back to your childhood days, again introducing you to the Pied Piper, Old Mother Hubbard and her dog, Little Bo-Peep and her tailless sheep, Little Miss Muffet, etc., etc. Fantastic, merry entertainment, good for children and grown-ups and one of the very best arguments in a debate to prove that the screen's circumference of presentation can exceed the field of all the other Arts.

And now to the Criterion to see Marlene Dietrich in

"THE SONG OF SONGS".

This star is possessed of such qualities that it would be a pity to rush through a preview for lack of space. Dietrich is superbly alluring, typifying what someone said of woman, "A dish for the gods, when undressed by the Devil". Watch for next week's review, for we have been to Radio Music Hall to see

"PILGRIMAGE"

with Henrietta Crossman last week, and this week we saw

"MORNING GLORY"

with Katharine Hepburn. Each picture was made for a different public. More of these when there is plenty of space to tell it, but space or no space, enthusiasm breaks through all limitations to cheer for Hepburn. She gave a magnificent performance as Eva Lovelace, in "Morning Glory".

Another interesting event was

"POWER AND GLORY"

which opened at the Gaiety, with Spencer Tracy and Colleen Moore, plus Ralph Morgan. A Jesse Lasky narratage. Now you are wondering at "narratage", but already we are running over the page. Next week we will continue our "narratage" and for good measure, "Another Language".

"Katharine Hepburn Climbs to Starry Heights in RKO's 'Morning Glory,' which Opened at Radio Music Hall"—Ray Lewis

The Quality of "High Fidelity"

Last Thursday afternoon, August 17th, RCA Sound Equipments Limited demonstrated their new "High Fidelity" equipment recently installed in Shea's Hippodrome Theatre, to a party of exhibitors and others connected with the theatre industry who availed themselves of the opportunity to witness the advent of a new era in quality of film entertainment.

The program consisted of "Flying Devils" — an RKO feature, a Walt Disney technicolor cartoon, titled "Old King Cole", and a musical reel featuring Jessie Crawford. These pictures were selected as average theatre fare and the demonstration which was made up entirely of reproduction of Sound-on-Film, was enthusiastically received, the consensus of opinion being that the reproduction was most natural.

New giant loudspeakers, with a scope for reproducing the entire range of audible frequencies, and set up behind the porous screen; a new sound-head and high-quality amplification system is installed in the projection room, thus setting the stage for one of the greatest advances in theatre sound since the advent of the talkies.

The development of the new "High Fidelity" system comes as the culmination of years of persistent research and experiment by a group of engineers with a background of more than thirty years of acoustical experience. It was this same group of engineers that was responsible for most of the major advances in radio broadcasting and in marine and transoceanic communications.

With the installation of this remarkable new RCA Victor "High Fidelity" apparatus in Shea's Theatre, motion picture fans of Toronto and suburbs, will enjoy sound of the same high standard as that in the two finest theatres in the world, the Roxy and the International Music Hall of Radio City, in Rockefeller Centre, New York; for the sound systems are identical in operation and quality of reproduction.

FOR SALE

A Deforest Sound Equipment complete with Motiograph Machine. Hear it in operation, at the

ODEON THEATRE
QUEEN ST. W. TORONTO

Regular Britishers for Winnipeg

Too often British moving pictures have tried to make their appeal to Canadians on patriotic grounds. But the numerous British films which have been shown in Winnipeg theatres in recent months did not need to be labelled British (in the patriotic sense) to get their audiences. They have stood on their own merits. They have been thoroughly good comedy, packed with humor that was universal, which all could understand and enjoy.

The introduction into Winnipeg of a regular series of British pictures has been a successful one. It is understood that Winnipeg moving picture audiences will have continued opportunity during the coming months of seeing what British producers can do. If they are all as good as some of those shown here lately there will be no doubt of the interest of Canadian audiences in British films.

IT'S HERE

Ken Hackley

- and his -

Oklahoma Cowboys

N.B.C. & C.B.S. RADIO ARTISTS
IN PERSON

Now Broadcasting Over CRCT
and Associated Stations

Listen—

It's a Natural

August 25th and 26th at Capitol Theatre, Cornwall, Ontario, we shattered all house records. Friday we showed to 3,100 paid admissions. On Saturday we showed to 3,492 paid admissions. AND HAD TO TURN HUNDREDS OF PEOPLE AWAY. House seats 1,200 — Population of city is 15,000.

Look Out House Records

— HERE WE COME —

Sept. 1 - 2—Capitol Theatre, Peterboro, Ont.

Sept. 6 - 7—Capitol Theatre, North Bay, Ont.

Sept. 8 - 9—Capitol Theatre, Sudbury, Ont.

Sept. 11 - 12—Capitol Theatre, Sault Ste. Marie, Ont.

FAMOUS PLAYERS CANADIAN THEATRES

Write or Wire for Open Time

TOM HOWARD

AGENT

Victoria Hotel - Toronto, Ont.

The Queen of the Movies

Some time ago Mary Pickford produced a screen version of that well-known play, "Such a Little Queen", and your editor, looking at Mary, was inspired to the thought, "every inch a Queen".

Lovely Mary, Irish Mary, Canadian-born Mary, witty Mary, brainy Mary, generous Mary.

Mary Pickford, who looks as if she just stepped from a band-box, a miniature fashion-plate, who, however, makes you forget how petite she is, when you hear the wisdom of her comments, her shrewd observances, her showmanship outlook.

Few women on the screen have retained their girlishness as Mary Pickford has, their beauty and their freshness. Few women have remained as unspoiled by a world adulation.

Mary Pickford talked of her coming plans for picture production, but she talked a great deal more of other artists, and always with a word of praise for them. "Marie Dressler is great", and "Garbo is wonderful", and "Dietrich has a beauty which is difficult to describe". —EDITOR.

"Moonlight and Pretzels"

I wish I had more space to talk about "Moonlight and Pretzels" Universal's musical-comedy. It has enough song-hits to make a successful musical-show for a long run on Broadway. It sings its way with song-hits all through the picture, and the songs are so catchy and tuneful that already they are being universally played, danced to, and sung. —EDITOR.

Ken Hackley's Cowboys Lassoos Canada

Ken Hackley and his Oklahoma Cowboys popular radio act, featured for many years in the States, opened at the Capitol Theatre, Cornwall, Ontario, Friday and Saturday, August 25th and 26th and help up their old reputation of again smashing box-office records, showing to over 6,500 people, and turning away hundreds at each performance, setting a new all-time house record, for the Cornwall showman, Mr. Markell. The Hackley Cowboys are renewing Radio friendships by broadcasting from Toronto, etc., on the programs of the Canadian Radio Commission. The act opens September 1st for Famous Players Canadian circuit and more house records are expected to be corralled.

"Warner Bros. Successful Box-Office Hits are Making Warner Bros. Stock a Popular Buy on Market"—Ray Lewis



Show Business



Dressler and Harlow to Co-Star in New Film

Marie Dressler and Jean Harlow will be co-starred in Louis Bromfield's latest novelette, "Living in a Big Way", Metro-Goldwyn-Mayer studios announced last week.

The first installment of the story, recently purchased by Metro-Goldwyn-Mayer, is to be published in the September number of Cosmopolitan Magazine.

Writers Signed for Pitts-Kelton Original Yarn

Preparations for the first RKO comedy feature to co-star Zasu Pitts and Pert Kelton got under way this week with the signing of Jimmy Gruen and Roland Asher to write an original story for the first vehicle.

They will start work at RKO Radio Pictures studio immediately.

Thelma Todd, Jean Muir in "Son of the Gobs"

Joe E. Brown will have two leading ladies in his next First National picture, "Son of the Gobs". Thelma Todd has been cast as the feminine lure and Jean Muir as the ingenue lead.

Greta Garbo and John Gilbert will be reunited as screen lovers. The picture will be "Queen Christina", the director, Rouben Mamoulian, and production is scheduled to start within the coming week.

Atlanta Mayor Endorses "Inflation"

Mayor James L. Key, of Atlanta, Georgia, is one of the latest public officials to endorse Metro-Goldwyn-Mayer's short feature, "Inflation" as a timely, not-to-be-missed short subject.

In a letter to E. J. Meljiker, manager of the Grand Theatre in Atlanta, Mayor Key wrote as follows:

"Congratulations are due you and Metro-Goldwyn-Mayer for bringing to the screen the first concrete example of 'Inflation' and what it really means.

"Every citizen interested in the recovery program that now is having such marvelous effect on the readjustment of our economic system should take the time to see this timely and educational subject."

W. Ray Johnston, President of Monogram Pictures, announces that he has signed the NRA Pledge and that Monogram Pictures is now functioning one hundred percent under the National Recovery Act.

London Acclaims "Bitter Sweet"

According to a cable received today by United Artists, the talking screen version of Noel Coward's operetta, "Bitter Sweet", opened to tremendous business at the Carleton Theatre, London, England. Newspaper reviews were unanimous in hailing the picture as an outstanding attraction.

"Bitter Sweet" opened at the Rivoli Theatre on Broadway on Wednesday, August 23, as the first United Artists attraction of the new season.

Vitaphone First Short in New Technicolor Series

"'Tis Spring", first of Vitaphone's new series of Technicolor musicals, has been completed at Warner Bros. studios on the coast, according to a wire received from the Burbank offices.

Following outstanding portrayals in "Made on Broadway", and "Midnight Mary", Ruth Channing was last week signed to a new long-term contract by Metro-Goldwyn-Mayer.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — Helen Hayes and Robert Montgomery in "Another Language", a Metro-Goldwyn-Mayer picture.

IMPERIAL—Manager Jack Arthur — "Mary Stevens, M.D.", with Kay Francis, Lyle Talbot and Glenda Farrell.

TIVOLI—Manager C. Appell — "The Man From Toronto", with Jessie Matthews, an English production.

UPTOWN—Manager Tom Daley— Second week for "Soldiers of the King", with Cicely Courtneidge and Ed. Everett Horton.

COMPLETE Theatre Equipment and Supplies

Projectors and Parts.

Motor Generators.

Sound Screens.

Lenses, Carbons, etc.

Everything for the Theatre
from Sheet to Street.

Coleman Electric Co.

258 Victoria St.
TORONTO, ONT.

INSIST ON GENUINE SIMPLEX & POWERS ALSO NATIONAL CARBONS

Canadian Theatre Supply Company

Eastern Canada

ALBEE BUILDING - MAYOR STREET

Distributors Electrical & Theatre Equipment

MONTREAL

QUEBEC

WE HAVE ONE OFFICE ONLY AT MONTREAL

"Moonlight and Pretzels" Universal's Musical is Creating Praise for Universal on Broadway